

# DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER *of* COMMERCE

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NEW DECADE IN  
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DEPARTMENTAL  
REPORTS

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**1930  
ANNUAL  
REPORT  
EDITION**

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W.C. LOBENSTEIN  
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## NATIONAL AFFILIATIONS

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of Advertising Agencies  
Audit Bureau of Circulations  
National Outdoor Advertising  
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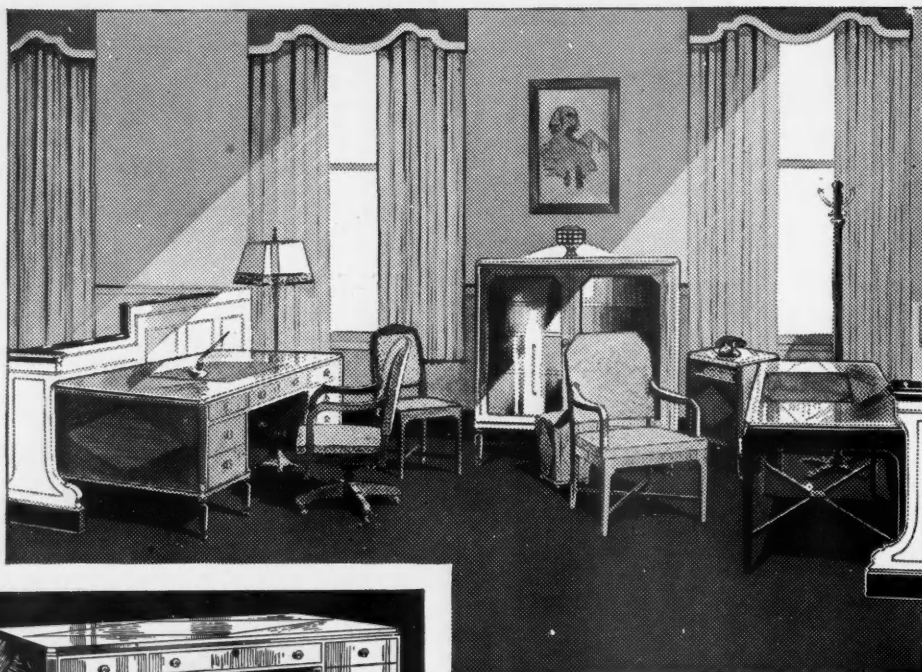
- Mistletoe Creameries, Inc., *butter, ice cream*, for 13 years
- Continental Oil Company (formerly Marland), for 11 years
- Gebhardt Chili Powder Company, *food products*, for 10 years
- Hale-Halsell Company, *coffee*, for 10 years
- Dr. Pepper Company, *5-cent soft drink*, for 7 years
- Numismatic Company, *old coins and stamps*, for 7 years
- Interstate Cotton Oil Refining Co., *shortening*, for 7 years
- Imperial Sugar Company, *fine cane sugar*, for 7 years
- Wm. Cameron & Co., Inc., *built-in fixtures*, for 6 years
- M-K-T Railway Company, *passenger service*, for 6 years
- Southland Life Insurance Company, for 6 years
- Texas Citrus Fruit Growers' Exchange, *grapefruit*, for 6 years
- Trinity Portland Cement Company, *cement*, for 6 years
- Lone Star Gas Company, *wholesale gas*, for 5 years
- National Cottonseed Products Association, for 5 years
- Weldon, Williams & Lick, *numbered tickets*, for 5 years
- Macklanburg-Duncan Company, *weather strips*, for 4 years
- Orbit Gum Company, *chewing gum*, for 4 years
- Galveston Community, *resort and port promotion*, for 3 years
- Clay Products Institute, *bricks and tile*, for 3 years
- Industrial Dallas, Inc., *community development*, for 3 years
- Texas Life Insurance Companies, *co-operative*, for 3 years
- The Martha Lee Company, *toiletries*, for 3 years
- Employers Casualty Company, *insurance*, for 2 years
- Lake Charles Rice Milling Company, *rice*, for 2 years
- National Rice Association, *rice products*, for 2 years
- Mrs. Baird's Bakeries, *bread and cake*, this year
- Shary Products Company, *grapefruit juice*, this year
- Mag-Tex Fig Association, *figs*, this year

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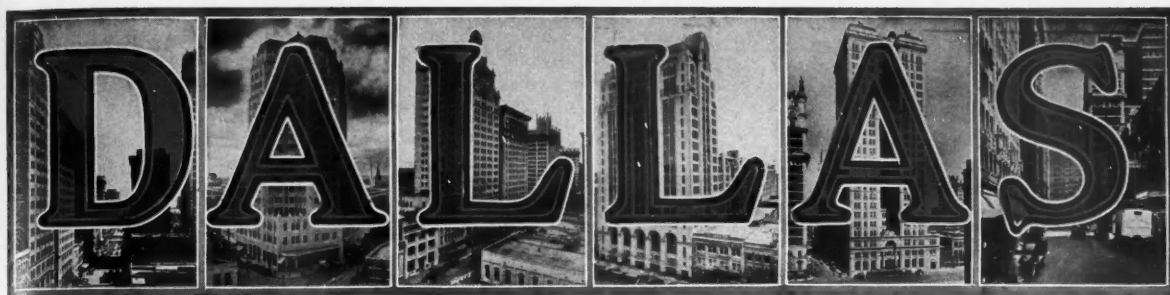
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DESK HEADQUARTERS

# **STEWART OFFICE SUPPLY Co.**

STEWART BUILDING — COMMERCE AT LANE STREETS  
BRANCH STORE, 104 S. AKARD STREET — BETWEEN MAIN AND AKARD





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 9

DECEMBER, 1930

Number 12

# Beginning a New Decade in Dallas

By ARTHUR L. KRAMER  
President Dallas Chamber of Commerce

**A** REVIEW of the activities and accomplishments of the Chamber of Commerce for the year 1930 would necessarily involve a duplication of many statistics which are set out in the various reports published in the December issue of the Chamber's magazine.

I shall, therefore, content myself with briefly mentioning those things which seem to me to have had the greatest influence upon the work of the Chamber.

The visit to West Texas, which was made March 31st to April 5th by a group of Chamber officials and business executives at their own expense, was of incalculable value to Dallas. Out of this trip, and the discussions which followed, grew two important innovations in the Chamber's activities: first, the establishment of a Trade Extension Department, whereby a representative of the Chamber maintains constant contact with the trade territory; and secondly, the Department of Agricultural Development, whereby a much-needed personal service is maintained in our immediate black land belt.

Both of these activities were made possible through the cooperation of Industrial Dallas, Inc., and I am sure that in the report of that organization you will



ARTHUR L. KRAMER

find the more intimate details of these valuable extensions.

Early in the year, much consideration was given to correctly organizing the various interests that are most importantly represented in the Chamber's membership. This resulted in the organization of

the Insurance Exchange and the Oil & Gas Division, to be added to the already existing divisions of the retailers and the wholesalers and jobbers. Forces are now at work re-organizing the manufacturers' division, and I feel confident in saying that before the end of the year this important branch of Dallas' representative industries will be functioning in a whole-hearted and important manner.

In the various branches of the Chamber's activity, no department has made more conspicuous progress during the current year than the Aviation Department. The untiring efforts of the Aviation Committee and its efficient secretaries, are largely responsible for the supreme position Dallas now occupies in aviation activities in the Southwest.

Another activity, the importance of which can hardly be estimated, was the revival and re-organization of the Trinity River Navigation Committee. However skeptical many may have been in the beginning, there is scarcely a doubt in the mind of anyone who would be informed, of the practicability and ultimate success of this far-reaching project.

Another undertaking which bids fair to be of utmost importance to the future development of our city is the proposed consolidation of the cities of Dallas,

DECEMBER 1930

Page Five

Highland Park and University Park, under the newly-created council-city manager form of government.

I have purposely rushed over the accomplishments of the year 1930, which might have been detailed at much greater length and in much greater numbers, in order to devote some time to looking ahead.

The decade just closing is perhaps the most important decade in the history of Dallas. During that time her population increased from 158,976 to 260,010, while in importance she achieved and maintained a supreme position in the entire Southwest. It seems fair to assume that the next decade will be of equal or greater importance than the last, and that many rivals will challenge the position which we now hold. It occurs to me, and I submit for your consideration, the thought that Dallas should adopt a definite program for the next ten-year period, aiming at those accomplishments which may be reasonably expected, and co-ordinating for their realization all of the forces already in existence and those which need to be created for that purpose.

What are the goals to which Dallas should aspire by the year 1940?

(For many of the suggestions which follow, I wish to acknowledge indebtedness to Mr. Paul Carrington, who communicated them to me in calling my attention to a similar program being encouraged in the cities of Kansas City and Brooklyn.)

#### I.—Population

A population of five hundred thousand is easily possible with the enlarged city limits and with the completed improvements hereinafter suggested.

Equally important with the number of inhabitants is the character, which can be promoted in many ways culturally, educationally and financially, and the percentage of home-owners, those affiliated with churches, those carrying bank accounts or making other regular investments, may well be ascertained and improved.

#### II.—Government

Early during the year the Chamber appointed a committee to look into the legality and possibility of combining the city and county governments. This efficient committee, composed of Eugene P. Locke, chairman, C. L. Maillot and Sawnie R. Aldredge, made a most exhaustive study of this subject and prepared and presented a most illuminating report. This report is now in the hands of a second committee, which will shortly report upon the advisability of undertaking to carry out the suggestions outlined in the original report. Meanwhile, a third committee is actively at work upon plans for the consolidation of Dallas, Highland Park

and University Park, under conditions which shall be agreeable to all concerned. I feel that out of this multiphased study will come the solution of some of our municipal ills, and that together with the already approved council-city manager form of government, a more intense and economical administration of municipal affairs will result.

#### III.—Charitable and Social Agencies

The difficulties with which the Community Chest has functioned during the past few years may well suggest a survey and analysis of our existing charitable and social agencies. What shall we do during the next ten years with the Community Chest? Should it be continued as now, or should there be two campaigns—one for purely charitable enterprises, and the other for social agencies—or should it be discontinued in its entirety and a new plan substituted?

What goal shall be set for the new Community Trust which has been created within the year and which gives such wonderful promise for effective philanthropic effort?

#### IV.—Dallas As a Cultural Center

Varied forces have been at work for many years in up-building the cultural phases of our city to a highly cultivated point. Significant among these achievements are our educational and medical facilities, our art museums and institutes, our symphony orchestra, our Little Theatres, the great State Fair of Texas, the Civic Federation and the Open Forum.

Early during this year there was appointed by the Chamber of Commerce, in conjunction with the Kessler Plan Association and the City Plan Commission, a committee known as the "City Beautification Committee", and I understand that this committee has well-defined plans for developing the physical and natural beauty of the city during the next few years.

Also, during the year, there was appointed a committee on a museum of natural history, and so well has this committee functioned that there is now in prospect for Dallas a wonderful collection, which, added to what has already been assembled, will form the nucleus of an excellent museum.

Untold possibilities may develop in these directions as a result of well-formulated programs, and in this connection it may not be amiss to recall that the State of Texas will celebrate the one hundredth anniversary of its independence in 1936, and that the State Fair might be utilized during that year as the focal point for a national, and perhaps international, celebration.

#### V.—Dallas As An Industrial Center

Too much cannot be said in praise of the great work which is being done by

Industrial Dallas, Inc., under its able leadership. The specific results, as outlined in the report of Industrial Dallas, Inc., are sufficient justification for a well-defined and financed program to carry on during the next ten years.

#### VI.—Trinity River Navigation

The completion of this important project within the next ten years, and as early as is reasonably possible, should comprise one of our most determined efforts. Dallas' leadership industrially, financially, and as a point of national distribution, is at stake, and the navigation of the Trinity River from Fort Worth to the Gulf has progressed from a state of desirability to one of absolute necessity.

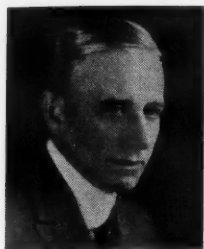
#### VII.—Aviation

That aviation has already become an important factor in the scheme of transportation of passengers, mail and express, will not be denied. Due to an early recognition of the great importance of aviation, Dallas has made such remarkable progress in aviation development that today it ranks third in importance in the United States. But, however well it has progressed until now, much more remains to be done than has already been done, and a well-defined program of development, to be undertaken and completed within the next decade, is of worth while and prime importance.

#### VIII.—Taxation

The whole subject of taxation, particularly state, county and municipal, is one which must find a solution at a reasonably early date, if our section and city is to enjoy continued development and prosperity. Much of this solution may be found in the suggestions already made relative to a consolidation of city and county governments and the extension of municipal boundaries. In this connection it might also be well to consider the advisability of a small uniform tax for the support of our public charities and social welfare work, as well as for the Chamber of Commerce.

The federal census figures, as announced during the year 1930, clearly indicate that the great future progress and development of the country will lie in those sections known as the South and West. The eyes of capital and industry are focused in this direction, and those cities and sections will prosper most which are most alert to their opportunities. The section which we refer to as the great Southwest is rich in resources and alive with opportunities, and Dallas is and should continue to be her natural leader—industrially, financially, economically, socially and culturally. The Dallas spirit which has achieved this leadership is neither dead nor dormant, and I entertain  
(Continued on page 16)



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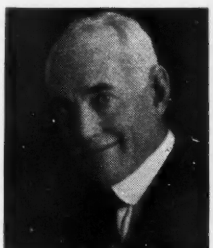
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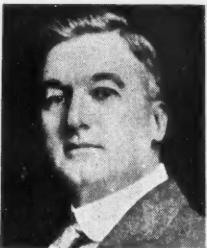
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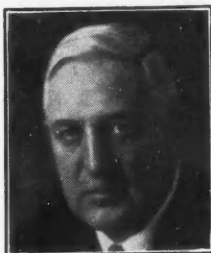


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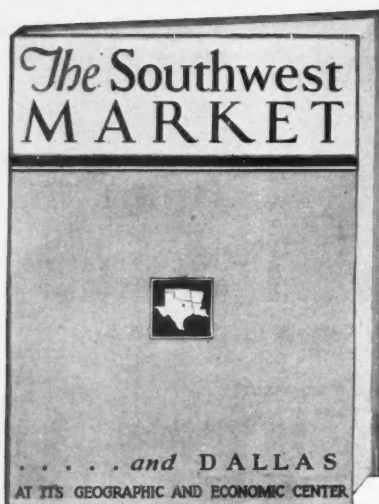
Directors  
Dallas  
Chamber  
of Commerce



R. W. VAN VALKENBURGH

for the  
YEAR  
1930





# JOINT REPORT

of Industrial Department  
and Industrial Dallas, Inc.

By R. L. THORNTON  
President, Industrial Dallas, Inc.

**T**HE national advertising campaign of Industrial Dallas, Inc., was inaugurated in May, 1928. At that time prosperity prevailed throughout all lines of business; capital in vast quantities was being invested in new industrial enterprises; national concerns were establishing new branches at strategic points throughout the country. The time seemed particularly opportune for a national advertising campaign to bring these concerns to Dallas with facilities from which to serve the Southwest.

Our campaign was in its second year when the depression struck the country, and for a time it appeared that the effectiveness of the campaign might be impaired. The three-year program had been carefully planned, however, and since there was no way of determining the extent or duration of the depression, the program was continued as originally planned. Subsequent developments have convinced us that the campaign has been of more value to Dallas since the depression than it probably would have been had business continued at the high level of 1928.

There are several reasons for this belief. First, changing economic conditions have impressed industry with the necessity of reducing distribution costs and improving service. Manufacturers, faced with over-production, have been seeking new markets. Growth of the Southwest during the last decade, featured in our advertising this year, has brought many manufacturers to a realization of the importance of the Southwest as a consuming market, and has caused many of them to expand their facilities in the Southwest while they were curtailing operations in other less promising fields.

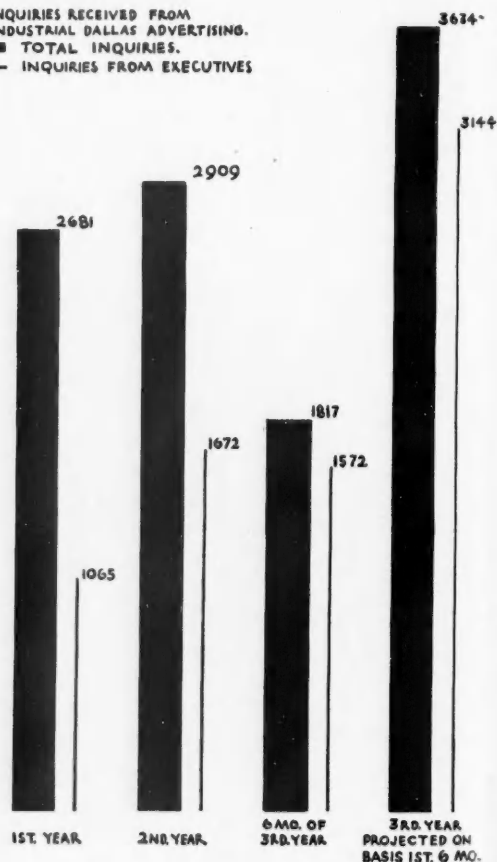
Since the depression, inquiries from executives have increased rather than decreased. The number of new branches established in Dallas during 1930 will exceed any previous year, despite the depression. The campaign, in bringing in many new concerns, has lessened the effect of the depression in Dallas. Hundreds of families have been brought to Dallas, to occupy houses and apartments that might now be vacant, and to patronize the retail stores. Space has been occupied in office buildings; warehouses have been leased, and the public warehouse companies have secured many new accounts directly traceable to advertising.

Those in close touch with the campaign and its results are convinced that Dallas was exceedingly fortunate in having this campaign under way, and we believe the fact that Dallas is in better condition than other cities of comparable size is due mainly to the advertising campaign.

It is obvious also that out of the experience of the last few

months is going to come a decided movement in the direction of decentralization of industry. Manufacturers have been impressed with the importance of close contact with markets, and with the necessity of regional facilities for manufacturing and distributing. When business returns to normal and new plant capacity is needed, it is not going to be added on to existing plants in the already congested centers, but is going to take the

INQUIRIES RECEIVED FROM  
INDUSTRIAL DALLAS ADVERTISING.  
■ TOTAL INQUIRIES.  
— INQUIRIES FROM EXECUTIVES

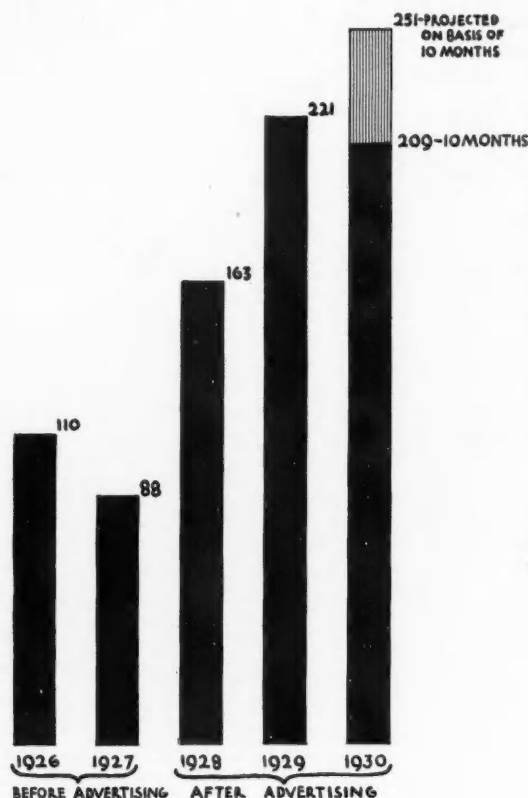


form of branch plants, each so situated as to serve a well-defined market area. When the time for that development comes, Dallas is going to be in a stronger position than any other city in the



Southwest to secure these plants, because, at a time when this problem has been uppermost in the minds of executives, we have continued to tell the story of the importance of the Southwest as a major market, of our strategic location in the South-

BRANCHES OF SECTIONAL OR NATIONAL CONCERNS ESTABLISHED IN DALLAS.



west, of our excellent facilities for manufacturing and our highly-developed distribution system.

#### Inquiries from Advertising

The accompanying chart shows the total number of inquiries received during the first six months of the third year as compared with the two previous years. The first year produced 2,681 inquiries, 39.7 of which were from executives; the second year produced 2,909 inquiries, 57.5 per cent from executives; the first six months of the third year produced 1,817 inquiries, 86.5 per cent of which were from executives. Projected for twelve months, the third year should produce more than 3,000 inquiries from executives. It is reasonable to assume that the ratio for the first six months will be kept up during the remaining six months, because more than half of the advertising planned for the third year is yet to appear, and it will be concentrated in media that experience has taught us produce the kind of inquiries we are seeking.

#### Branches Secured In 1930

The statement was made above that Dallas, in 1930, will secure more new branches of concerns of sectional or national importance than in any previous year in the city's history. This statement is based on records for the first ten months of 1930 when 209 branches were established in Dallas. Projected for the full year, the figures should be 251, as compared with 221 for 1929, the greatest previous year in the city's history. (See accompanying chart for a comparison of the three years, during

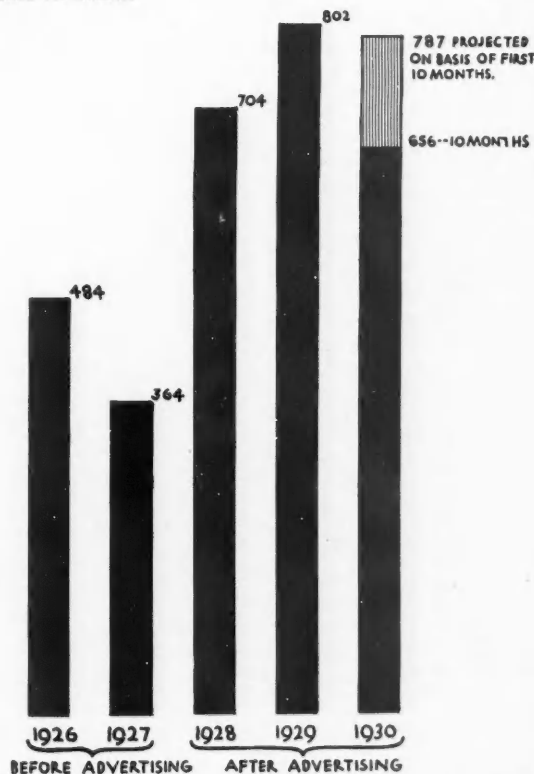
which Dallas has been advertising with the two years immediately prior to the campaign).

It is more than reasonable to assume that the last two months of 1930 will maintain the average for the year, because there has been a marked increase since September, not only in inquiries, but in actual branches established.

While 1930 will be a record year in the number of new branches secured, the number of manufacturing plants has been somewhat smaller, and the units have likewise been smaller. The reasons are obvious. There is now a surplus of plant capacity in every line of industry, due to decreased consumption, and practically no new manufacturing plants are being established anywhere. The manufacturer's problem is one of sales and distribution, not of production. As a consequence, most of the branches secured this year are sales and distributing branches. The units are smaller because manufacturers are striving to reduce overhead costs.

The outstanding fact, in so far as Dallas is concerned, however, is that Dallas has been selected as Southwestern headquarters by these concerns—a tribute not only to the importance of the Southwest as a consuming market, but to the strategic location of Dallas in the Southwest and its unexcelled facilities for serving Texas and adjacent states. Expediency of the moment has made it necessary for these concerns to hold their costs to a minimum. But when conditions return to normal, many of these small branches will be expanded into important distributing and manufacturing units. When business again resumes its natural course, Dallas should enjoy unprecedented growth, from within as well as from without, for while these branches are being

TOTAL NEW BUSINESSES ESTABLISHED IN DALLAS.



enlarged many new concerns will be locating here, with a higher percentage of manufacturing plants than ever before.

#### Total New Businesses—1930

The accompany chart shows the total number of new businesses of all kinds established in Dallas during 1930, with com-

(Continued on page 14)

# « CHAMBER of COMMERCE »

## Wholesale Merchants

The Wholesale Merchants Association experienced a satisfactory year during 1930. The volume of business has naturally been less than was confidently expected at the beginning of the year, but the number of customers has increased over any previous year thus making more individual sales, notwithstanding the loss in total volume, demonstrating the confidence placed in the Market by the retailers of the Dallas Trade Territory. Today Dallas merchandise is accepted as a standard and is being successfully sold throughout the territory in competition with every market in America. During the year of 1930, an extensive direct-by-mail advertising campaign was conducted to keep Southwestern Retailers acquainted with the Market. Twelve pieces of mail matter were sent to the Association mailing list of 29,000 merchants and numerous advertisements were carried in trade publications and newspapers throughout the Southwest.

Six performances of the Southwestern Style Show were presented to a combined audience of 26,00 people. The railroad refunds decreased slightly over previous years, still over \$25,000 was paid out in this department. The 1930 Goodwill Tour, under the chairmanship of J. Durrell Padgett, proved to be one of the most successful in its history. One hundred Dallas business and professional men spent seven days in East and South Texas, covering a total mileage of 1900 miles and carrying the message of Dallas to the citizens of 90 cities and towns in that splendid territory. In connection with the Fall Style Show, the Association sponsored a Bathing Revue giving \$1,000 in prizes and bringing contestants to Dallas representing 45 cities in the territory. This Revue proved to be a very outstanding addition to the Market entertainment and the feature will be continued annually on a larger scale. In March and October the manager of the Association conducted for the Lubbock Chamber of Commerce a Spring and Fall Market Week both being very successful selling events for the city of Lubbock and the Dallas wholesalers who participated.

The Association conducted Goodwill  
(Continued on page 16)

## Aviation

There are four airports adjacent to Dallas—Curtis-Wright, located 14 miles west; Hensley Field, located 10 miles west; Hampton Road, six miles southwest; and Love Field, 7 miles northeast.

**Hensley Field:** Club house completed and occupied on July 1st. Steel hangar 110x200 feet erected and occupied August 1st. Most of the driveways completed, water works installed and completed. Barracks to accommodate 40 enlisted men completed. Two months course for Reserve Officers started on July 5th. On October 1st, the government started a 10 months training season for Reserve Officers. The Government moved their headquarters from Love Field to Hensley Field on July 1st, and to this date they have averaged 600 visiting army planes per month. Steps have been taken to secure from the Government additional aviation units to be located here. A requisition has gone in for a complete boundary and flood light system.

**Love Field:** Dedication of the Good & Foster hangar was arranged. Prepared a booklet relating to aviation schools in Dallas. Conferred with factory representatives in regard to establishing factories in Dallas. Worked with city officials to fix a charge for the use of Love Field. Weather Observation Bureau, personnel of 7 men, established at Love Field. During the summer an average of 68 visiting planes visited Love Field each day. Annual payroll in Dallas for aviation is \$750,000.00 a year. Love Field is the third largest airport in the United States in regard to passenger service. Aided opening of new air mail line Atlanta-Dallas-Fort Worth-Los Angeles. Reception for the French flyers, Coste and Bellonte, arranged. S. A. T. officials moved headquarters to Dallas. Establishment of a passenger line Fort Worth-Dallas-New Orleans, Dallas-Houston, Dallas-San Antonio. Numerous inquiries concerning the facilities of Love Field and aviation schools were handled. Luncheons and dinners have been given, honoring the following: General Lassiter, Major Coker, Coste and Bellonte, F. G. Coburn, F. L. Glover and Colonel Easterwood.

(Continued on page 22)

## Transportation

The year 1930 has been a very active one for the Transportation Department. In some phases, the work of this department has exceeded that in 1929, which was an unusually busy year. Below is a general outline of the work of the Transportation Department during 1930:

**Rate Quotations:** Telephone quotations for the year totaled 22,336 and mail quotations totaled 12,725 making a grand total of 35,061 quotations, as compared with the 1929 grand total of 32,064.

**Route Quotations:** Information as to routes to interstate points and inland points not shown in our routing circular totaled 729, as compared with 607 for 1929.

A total of 14,326 letters were mailed out by this Department during the year, of which approximately 819 circular letters mailed out to the various commodity groups, outlining proposed changes in rates, rules and regulations affecting Dallas shippers. This compares favorably with the 1929 total of 14,146 letters.

115 Routing Circulars, showing L. C. L. merchandise routings from Dallas to all points in Arkansas, Louisiana, Oklahoma and Texas, were mailed out to shippers. Approximately 3,800 supplements to our Routing Circular No. 5 were mailed out to all shippers, showing various changes in routings made from time to time for the betterment of our package car service. Calls for information as to changes, other than rate, and general transportation information totaled 1,480.

**Tariffs and Supplements:** 30,402 tariffs and supplements were received and filed during the year. While this is an office detail, the condition of our tariff file is important to the efficiency of our rate quotations, and the filing of these tariffs and supplements takes up considerable time.

One thousand two hundred and thirty nine visits were made on this Department during the year by parties desiring traffic or transportation information. This compares favorably with the 1929 total of 816 visitors.

Twenty regular and special meetings  
(Continued on page 22)

# CEDEPARTMENTAL REPORTS »

## Conventions

While 1929 was Dallas' greatest convention year to date from the standpoint of attendance, 1930 exceeded it in number of conventions and was not far behind on attendance. The number of conventions, sales conferences and similar events bringing substantial groups of visitors, will approximate 415 in 1930, as against 408 in 1929, and total attendance will approximate 90,000, as compared with 100,000 in 1929. Throughout the Nation attendance at conventions slumped somewhat the past year. The State Fair, with its several hundred thousand out-of-town visitors, is obviously not included in the above figures.

Convention visitors spent more than \$3,000,000 in Dallas last year, using the basis suggested by the International Association of Convention Bureaus which is a daily average expenditure of \$11.25 and three days for the average convention. While many of the Dallas conventions are of shorter duration a notable exception this year was the General Conference of the M. E. Church, South, which had a daily average of 1,675 visitors and lasted three weeks. The National Association of Credit Men and the National Association of Insurance Agents were among other large national conventions this year which ran considerably over the three-day average. The National Association of Dyers and Cleaners, National Association of Postal Supervisors, United National Association of Post Office Clerks, Delta Sigma Fraternity, Scottish Rite Supreme Council of the Southern Jurisdiction, National Hi Twelve Club and two AAU meets were among other important national conventions. Scores of valuable Western, Southwestern, Southern and State meetings augmented the list and the balance were of a district nature.

Greater than the direct financial returns is the fact that convention visitors cannot fail to be impressed by Dallas and will give the city valuable publicity among their friends. As a result of conventions, Dallas has secured many thousands of lines of helpful publicity in newspapers, class and trade publications that will react favorably for the city.

(Continued on page 24)

## Retail Merchants

Under the leadership of President Otto Lang, the Dallas Retail Merchants Association has carried out its usual activities of primary importance to retailers and also taken part in many matters beneficial to the city as a whole. The competition for the second annual award of prizes given by the Association for the most attractive new and remodeled store fronts in the downtown district will be concluded December 31, 1930. The committee in charge, of which Sam Hargreaves is chairman, is working closely with a similar committee from the Dallas Chapter of the American Society of Architects in this movement for a more attractive Dallas. A member of the Retail Board, James K. Wilson, was chairman of the two large and successful Chamber of Commerce Goodwill Trips to Denton and Cleburne, and another Retail Board member, Will R. Wilson, headed a similar committee in charge of Goodwill Trips to the Fairs at Mesquite, Kaufman, McKinney and Ennis.

A substantial fund was raised for putting on a cooperative campaign to promote earlier and greater holiday shopping, and downtown streets were beautifully decorated and illuminated with colored lights and a Christmas Parade was staged the night of November 28th that was witnessed by vast crowds, including many out-of-town people. Clifton Linz was general chairman of this campaign. Dallas is becoming nationally known as a city of Christmas spirit and color, several magazines having featured these activities.

Paul H. Speaker has served as chairman of the Legislative Committee which has watched carefully the interests of the Dallas retail market. Other active committees included: music, grand opera and similar events, Robert N. Watkin, chairman; seasonable specials and dollar days, Laurence S. Kahn, chairman; paint-up and clean-up campaign, Homer Groves, chairman; publicity, Herman Philipson. A committee on improved street lighting, Eli Sanger, chairman, has been studying the situation carefully and is hopeful that a little later definite steps can be taken looking to more modern and more efficient downtown lighting.

The Association, functioning through its Board of Directors of twenty-one, representing all major lines, has worked for improvement in trade practices.

## Highways

During 1930 the Highway Department of the Chamber of Commerce has continued to advocate the improvement, including paving, of gaps in several of the main highways entering Dallas. There are five of these gaps that lie just outside of the Dallas County line. Much progress has been made with this work during the year, and the prospect now is that the paving of all of these gaps will be completed during 1931. The Highway Committee, of which T. M. Cullum is chairman, has also been active in assisting the counties adjoining Dallas, and in fact, in North Texas generally, with the promotion of their highway improvement programs with the idea in mind that such improvement will in every instance be beneficial to Dallas' trade and business interests.

It may be said that much progress has been made in carrying out the road program outlined by the Highway Committee at the beginning of the year. The following is the status of the principal projects with which it has been concerned:

1. The grading and bridges have been completed on the Forney, Red Oak and Lewisville gaps, and these are passable for traffic during dry seasons. The Red Oak gap is being graveled to make it an all-weather road.

2. While no work has been done on the Ferris-Palmer gap (9 miles) of U. S. Highway No. 75 in Ellis County, surveys are completed and promise has been made by the Highway Commission that contracts for grading and bridges will be let shortly.

3. The Midlothian gap to the southwest on U. S. Highway No. 67, has been an asphalt surface for 5 miles. The remainder is a good gravel road and passable under all weather conditions.

4. The Dallas-Northwest Highway from connection with the Bankhead Highway (U. S. No. 67) northeast of White Rock Lake, via Grapevine and Roanoke, to Rhome—52 miles, has been under construction, except for the 5-mile section in Wise County. Concrete pavement has been completed from the intersection with Richardson Road (U. S. No. 75) north of Dallas, to near Grapevine, 18 miles.

(Continued on page 16)





## Dallas

Official Organ of the Chamber of Commerce  
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 9 DEC., 1930 No. 12

### DALLAS CHAMBER OF COMMERCE OFFICERS

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NATHAN ADAMS	Vice President
HUGO SCHOELLKOPF	Vice President
FRANK L. McNENY	Vice President
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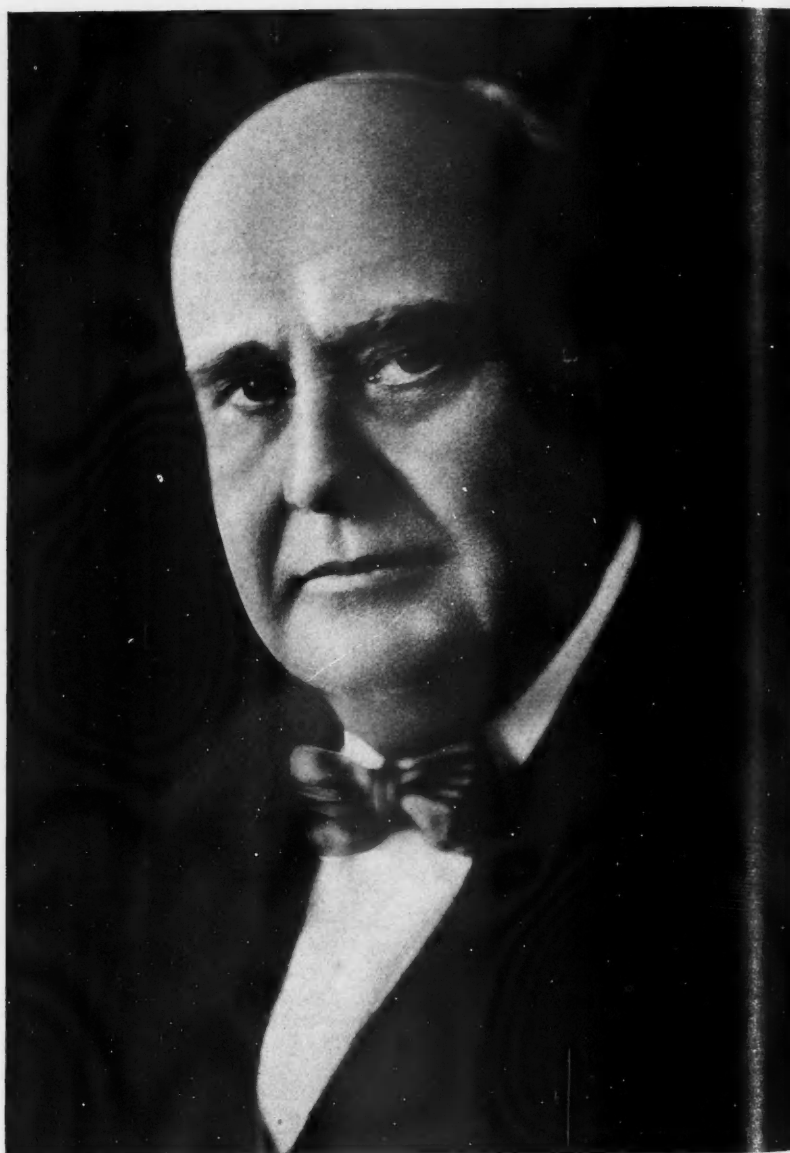
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Mike R. Fewell	Manufacturers-Aviation
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Herbert B. Carpenter	Wholesalers
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J. T. Orr	Agriculture and Livestock
Alfonso Johnson	Trade Extension
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OFFICE: Chamber of Commerce Building  
1101 Commerce St., corner Martin, Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY  
ADVERTISING RATES ON APPLICATION

## Speaker at Annual Meeting



J. L. LANCASTER

President, The Texas and Pacific Railway Company





*Light  
Means  
Accuracy  
to the  
Pharmacist*

Life—and sometimes death—flows from vials.

Adequate light behind the prescription counter of every drug store is a safeguard to the public welfare and to the reputation of the druggist, himself. The public mind sees no excuse for carelessness on the part of the pharmacist, and a single mistake may cause him to lose his professional reputation.

Formulas are compounded accurately when the pharmacist sees labels and graduates clearly. When he works with confidence, the customer waiting at the counter notices, and feels a sense of security.

The cost is small in comparison with the benefits of adequate illumination.

DALLAS POWER & LIGHT Co.  
*Interurban Building*

DECEMBER 1930

Page Thirteen

It's a **L  
O  
N  
G** time  
between flats  
.... with  
**FIRESTONES**

**"Skinny & Jimmie"**

Dallas Firestone Dealers  
Young at St. Paul Ross at Harwood  
7-2020 7-3177  
Jefferson at Madison  
9-1118

**S. L. EWING  
COMPANY**  
TYPEWRITERS  
1606 Commerce  
2-3026 Dallas

**Myers, Noyes & Forrest**  
CONSULTING CIVIL ENGINEERS  
1107 Mercantile Bank Bldg.  
DALLAS, TEXAS  
Surveys, Investigations and Reports

**RiteWay**  
Residence Windows a Specialty  
General Cleaning and Janitor Service  
**RITE-WAY Window Cleaning Co.**  
F. W. COOPER PHONE 3-0583

**PRINTED and ENGRAVED  
LABELS**  
Dallas Label & Box Works  
1504-6-8 Caruth, Dallas Phone 2-2927

## Joint Report (Continued from page 9)

parisons with previous years. While the record for 1930 is slightly below that of 1929, it is ahead of any previous year. Here again the influence of advertising is seen, as it is more effective in bringing in branches of national concerns than in causing the establishment of local businesses.

### New Departments

Two new departments were added to Industrial Dallas, Inc., during the year—the Agricultural and Livestock Bureau, designed to aid in increasing the buying power of the trade territory, and the Trade Extension Department, designed to render a service to merchants who buy in the Dallas market and to increase the

prestige of Dallas as the market center for the Southwest.

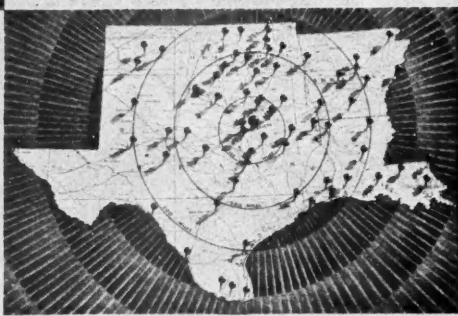
### Agricultural Development

The Agricultural and Livestock Bureau was organized to aid in curing the one-crop evil in the black-land belt, in diversifying the source of the farmer's income, and in restoring the fertility of the soil through crop rotation and fertilization. John T. Orr was secured to head this department, which has been operating for five months. This department has had applications from 177 farmers for assistance in securing livestock for their farms. Seventy-seven farms have been inspected, forty-five loans have been approved for the purchase of livestock, and thirty-four herds have been placed on farms in Dallas, Denton, Ellis, Kaufman and Navarro Counties. Fifteen additional herds have

THE SATURDAY EVENING POST



## 68 SOUTHWESTERN CITIES\* Show Population Gains Averaging 52.4%



\*Growth of Southwestern Cities With  
10,000 Population or More in 1930

TEXAS	1920	1930	Percent
Abilene	10,000	15,000	50.0
Amesbury	10,000	15,000	50.0
Armadillo	10,000	15,000	50.0
Big Spring	10,000	15,000	50.0
Brownsville	10,000	15,000	50.0
Chico	10,000	15,000	50.0
Comstock	10,000	15,000	50.0
Corpus Christi	10,000	15,000	50.0
El Paso	10,000	15,000	50.0
Elgin	10,000	15,000	50.0
Fort Worth	10,000	15,000	50.0
Galveston	10,000	15,000	50.0
Harlingen	10,000	15,000	50.0
Houston	10,000	15,000	50.0
Irving	10,000	15,000	50.0
Lubbock	10,000	15,000	50.0
Marshall	10,000	15,000	50.0
McAllen	10,000	15,000	50.0
Midland	10,000	15,000	50.0
Odessa	10,000	15,000	50.0
Port Arthur	10,000	15,000	50.0
San Antonio	10,000	15,000	50.0
San Diego	10,000	15,000	50.0
San Marcos	10,000	15,000	50.0
Terrell	10,000	15,000	50.0
Waco	10,000	15,000	50.0
Wichita Falls	10,000	15,000	50.0

### Remarkable Growth Attracts Attention of Sales Executives Seeking New Markets

GROWTH of Southwestern cities has been the sensation of the 1930 census. Sixty-eight cities, of 10,000 and above, show a combined average increase of 52.4 per cent. Houston, Dallas, San Antonio, Fort Worth and El Paso, Texas cities ranging from 100,000 to 300,000, made an average gain of 66.7 per cent. Dallas and Fort Worth, in adjoining counties, now have a combined population, for their metropolitan areas, of more than one-half million.

What section can approach the record of West Texas, where ten cities of 10,000 and upward increased an average of 108.8 per cent, with many smaller cities showing equally remarkable growth? In the Rio Grande Valley, along the Gulf Coast, in Central and East Texas, throughout Oklahoma, Arkansas and Louisiana, many cities far exceeded national averages. Thirty-eight Texas cities, listed in the column at the left, gained 62.3 per cent; fourteen Oklahoma cities, gained 62.8 per cent; eight Arkansas cities averaged 36.7 per cent and eight Louisiana cities, 28.7 per cent.

Starting as this record is to the Nation at large, it is not "news" to officials of more than 2,000 national concerns that now have facilities at Dallas to serve the Southwest. Year-by-year increases in sales volume have acquainted them with the tremendous development of this market.

For the executive who has not yet discovered the Southwest, a new book, "The Southwest Market," has been prepared, its 144 pages filled with valuable market data. The supply is limited, but a copy will be mailed without obligation to any executive whose organization seriously contemplates establishing a plant, a sales office or a warehouse to serve the Southwest from within. Write on your letter-head or use the coupon—all inquiries held strictly confidential.

**Dallas**  
Southwestern Headquarters  
in American Business

**EXECUTIVE COUPON**  
Industrial Dallas, Inc.  
181 Chamber of Commerce Bldg.,  
Dallas.  
Please send free copy of your new book,  
"The Southwest Market," to:  
Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_

This advertisement, appearing in "The Saturday Evening Post", New York "Times" and Chicago "Tribune", produced 580 inquiries. It revealed the fact that executives throughout the country are tremendously interested in the Southwest's rapid growth in population and buying power. It also created much good will for Dallas in the Southwest, many letters being received from the cities mentioned, thanking Dallas for the publicity given them and commenting on the fact that Dallas advertising campaign is of great value to the entire Southwest.

been purchased without financial help from the bureau, and the bureau has been of much service to farmers in selecting and feeding livestock. The work of the department is unquestionably improving farming methods, and as the plan is expanded, it will do much to reduce cotton acreage and provide other sources of income than cotton for farmers in the Dallas trading area. Activities of the department have attracted attention throughout the state, and it is expected that similar work will be undertaken in other communities.

#### Trade Extension

The Trade Extension Department was created in July and Alfonso Johnson was secured as director of that department's activities. Since that time Mr. Johnson has traveled 9,000 miles, in East, North and West Texas, visiting more than 100 cities and contacting between 6,000 and 7,000 persons, principally merchants. Meetings of retail merchants have been held in thirty cities, at which subjects of interest to retailers have been discussed. Mr. Johnson has secured much information of value to wholesalers and manufacturers, in securing a greater volume of business in the cities visited, and Dallas' effort to be of service has created much good will for the Dallas market. He has found a high regard for the Dallas market in every section visited, and an increasing tendency on the part of merchants to buy in Dallas rather than in the more distant markets.

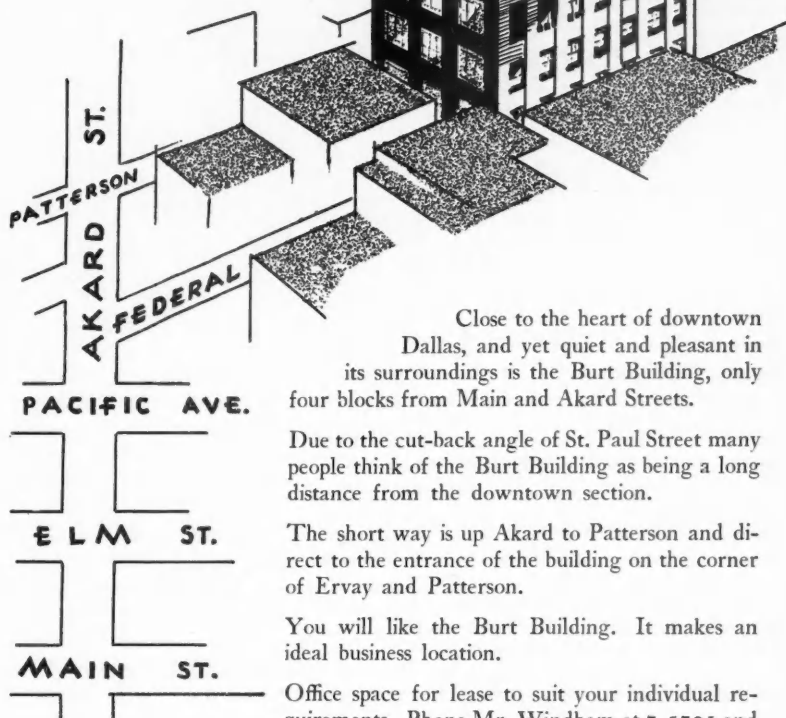
#### Publicity

The Publicity Department of Industrial Dallas, Inc., has continued throughout the year the plan followed since the beginning of the campaign. This includes news items supplied to newspapers throughout the Southwest; special articles for magazines and trade journals about the Dallas advertising campaign; and news items published in local newspapers at intervals concerning the results of the campaign. Information about the Dallas campaign has been furnished to a number of cities interested in community advertising. The department has a complete file of newspaper and magazine articles that have been published, running into hundreds of columns of space.

Literature used in the third year of the campaign consists of a single volume entitled *The Southwest Market*, presenting in convenient form fundamental facts concerning the Southwest as a market and facilities at Dallas for manufacturing and distributing. The book contains 144 pages, and is profusely illustrated with pictures, maps, charts, etc. It has been distributed to thousands of executives of concerns interested in the Southwest, to advertising agencies, to market counsellors and research agencies, to banks and bond houses, and to a number of universities where it is being used in business courses. It has been repeatedly pronounced by authori-

# 4 SHORT BLOCKS

from  
Main  
and  
Akard



Close to the heart of downtown Dallas, and yet quiet and pleasant in its surroundings is the Burt Building, only four blocks from Main and Akard Streets.

Due to the cut-back angle of St. Paul Street many people think of the Burt Building as being a long distance from the downtown section.

The short way is up Akard to Patterson and direct to the entrance of the building on the corner of Ervay and Patterson.

You will like the Burt Building. It makes an ideal business location.

Office space for lease to suit your individual requirements. Phone Mr. Windham at 7-5791 and he will be expecting you up the Patterson way.

AT ERVAY AND PATTERSON STREETS



Office Phone 7-5561      Res. Phone 3-4613

**HENRY NUSS**  
**BOOKBINDER**  
 and  
**PAPER RULER**  
*Loose Leaf and Binders*

416 South Ervay      Dallas

**JNO. J. JOHNSON**  


**FRED L. LAKE & CO., Inc.**  
*Rubber Stamps*

 **STENCILS  
SEALS  
METAL  
CHECKS**

1015 Elm St.  
**DALLAS**

**FRANK ROGERS**  
 Photographs For All Purposes  
 712 Elm Street  
 Phones 2-8026, 2-8027

**S. KOENIGSBERG**  
 INCORPORATED  
**TAILORS and  
IMPORTERS**

**The South's Foremost  
Makers  
of Men's Fine Wear**

1306½ MAIN ST.      PHONE 7-1653

**Dewitt & Washburn**  
**ARCHITECTS**  
 1228-29 Kirby Building  
**DALLAS**  
 Members American Institute of Architects

2-8084      2-8084



107 Construction      Industries Bldg.

ties on market analysis and by sales executives who have received it as the finest compilation of market data ever published by an American city.

## Highways

(Continued from page 11)

Grading and bridges have been completed for 22 miles across Tarrant and Denton Counties. It is expected that the entire highway, including paving, will be completed in 1931.

5. The State Highway Commission and the American Association of State Highway Officials in June approved of the extension of the designation of U. S. Highway No. 67 from Dallas southwest via Cleburne, Stephenville, Brownwood, San Angelo, Fort Stockton, Alpine and Marfa to the Rio Grande at Presidio, about 620 miles. U. S. markers will soon be placed on this highway throughout its entire length. Much improvement work has been effected during the year, particularly in Brown, Comanche, Runnels, Tom Green and Upton Counties.

6. The State Highway Commission has approved the extension of U. S. Highway No. 77 from Dallas southeast to Jacksonville and its recommendation is now before the American Association of State Highway Officials for final action. Meetings were held in May at Lufkin and in September at Beaumont of representatives from cities along the route in the interest of this extension.

7. With the exception of a 9-mile gap in Ellis County, the entire U. S. Highway No. 75 in Texas from Red River, via Dallas, to Galveston 382 miles, has been put under construction and all of this highway is open for traffic in dry weather. Of the 382 miles, 295 miles are now paved with either concrete or asphalt. The program of the State Highway Commission contemplates the paving of the remainder of this highway during 1931.

8. The short route from Dallas to the southwest over State Highway No. 6, via Waxahachie, is now paved, with exception of Red Oak gap which has a good gravel surface. With the completion of paving in LaSalle County, now under contract, this important southwestern highway from Dallas through Waco, Austin and San Antonio to Laredo, will be an all-weather route.

9. The completion of the Mitchell County section of U. S. Highway No. 80 (Bankhead), now under contract, will give an all-paved route through Texarkana, to El Paso, except for some short sections in Culberson and Hudspeth Counties.

On the whole the Highway Committee is much gratified with the progress that has been made in the improvement of

highways leading through and contiguous to Dallas during 1930. Substantial contracts are now under way on unimproved sections of many of these highways and the prospect is excellent for the inauguration and completion of further much needed highway work during the coming year. The Highway Committee has been particularly active during the year in assisting the highway organizations of other counties and communities in the State with the promotion of their road programs.

## Wholesale Merchants

(Continued from page 10)

Tours to Port Arthur and Abilene visiting the Convention of the East Texas and West Texas Chambers of Commerce. 75 made the Port Arthur Trip and 200 went to Abilene.

The Association expended for trade promotion during the year the following:

Advertising \$14,000; Refunds of railroad fares \$28,000; Style Shows \$13,000; Good-Will Tours \$33,000; Bathing Review \$1,750, making a total of \$89,750.

The Wholesale Merchants Association looks to 1931 ready to accept every responsibility the new year will impose and fully equipped to avail itself of every opportunity this territory offers. 1931 will be a better year for the Dallas Market because the merchants of the Market will make it better.

## Beginning a New Decade

(Continued from page 6)

no doubt that when the year 1940 shall arrive and this great Southwestern territory shall glow amidst the richness and fulness of increasing development and prosperity, that the crown of leadership, with all its glories and obligations, shall still rest upon the fair city of Dallas.

## QUOTA CLUB

The Quota Club of Dallas held its charter dinner Tuesday evening, November 25th, at the Athletic Club, the charter being presented by Mr. J. Ben Critz, Vice-President and General Manager of the Dallas Chamber of Commerce. Dr. C. C. Seelman, President, Southern Methodist University, was the speaker of the evening.

Officers of the club are: Janice Longley, President; Cora Dulaney, First Vice-President; Dessie Marden, Second Vice-President; Edwena Harris, Secretary; and Dorothy Phillips, Treasurer.

**DALLAS**



## Publicity

An especial effort was made this year to place Dallas before the nation in an advantageous way, the department devoting less time to local publicity and more to national distribution.

In this connection stories on different phases of Dallas life appeared in the Manufacturers' Record, trade publications and newspapers at regular intervals during the year. Activities of the Chamber of Commerce along soil conservation and preservation lines were used for innumerable stories in the agricultural press, and the organization of a trade extension department and an insurance division furnished news items accepted by many publications.

Advantage was taken of conventions held in Dallas, such as the National Association of Insurance Agents, to obtain much publicity for Dallas. One story was prepared by the department on the history of the Open Shop movement in Dallas, was printed in the Manufacturers' Record with front page editorial mention and was widely commented on.

The department continued to function as a statistical bureau handling questionnaires relative to Dallas, obtaining special data for distant parties, and publishing literature for use in the information department of the Chamber of Commerce.

The department edited the official publication of the Chamber of Commerce, attempting through that medium to keep the membership in close touch with not only the activities of the Chamber of Commerce but of the city as a whole. During the year the magazine stressed such items as industrial expansion, aviation development and civic improvements.

The manager served in a public relations capacity to the extent of visiting community fairs, accompanying some of the nearby goodwill excursions, attending civic meetings, arranging and operating a booth at the State Fair, and in general contact with members.

The department co-operated fully with newspapers in furnishing news of the organization's activities.

...

## Formanship Training Class

The Chamber of Commerce has organized a Foremanship Training Class, which meets Thursday night of each week. 103 foremen have been enrolled. C. J. Crampton is directing the course.

## MERCURY TURNED THE TRICK



The Roman gods lived an ordinary, uneventful life until Mercury was born, then things pepped up. Born at dawn, by noon he had climbed from his cradle and inspected the outside world. There he found a huge tortoise, scraped its shell and attaching seven strings and two horns made the world's first lyre.

Next, Apollo's fine cattle caught his eye and he decided on a prank. He then became the world's first rustler. Catching the cattle by their tails, he dragged them backwards (to cover his trail) to his cave. But Apollo could see all things. By nightfall he found Mercury sitting in his shoe-like cradle surrounded by the cattle. Though Apollo's wrath was great, Mercury appeased him by making him a gift of the first lyre on Olympus.

Mercury was considered, ever after, as a most skillful aid to the gods when they became involved in difficult situations.

The Southwest Printing Company, modern protege of Mercury, can assist you to success with Ideas, Copy and Printing. A representative will be glad to call without obligation.



# Southwest Printing Co.

"MORE THAN PRINTERS"

Telephone 2-9224

Conveniently Located at 917 Camp Street

DECEMBER 1930

Page Seventeen

# Let Some of **YOUR** Advertising Try to "Sell" **YOU!**

Be fair with yourself—you're investing good money in your direct-advertising! Place one of your folders, or booklets or catalogs among your morning mail. Place yourself in the position of a "prospect". ▼ Is there any reason why your advertisement would attract your attention? If there isn't—you can't logically expect it to secure the attention of those to whom you send this same mailing. ▼ How can you give your direct-advertising this ability? Easily! Build up its quality. Entrust the execution of your printed messages to an organization skilled in the art and craftsmanship of combining papers, inks, and types into *resultful* printed advertising.



## **Texas Publication House, Inc.**

PRINTING INTERESTS OF R. C. DYER & CO. ACQUIRED APRIL, 1930

SPECIALISTS IN THE PRODUCTION OF  
PRINTED ADVERTISING

2500 McKinney Avenue

Telephone 7-1174

## **Road Information**

This is the fifth year of the operation of this department. No charge is made for service, maps and route cards. The number of calls received varies according to the season of the year. Exceedingly heavy travel is experienced during May, June, July and August.

Condition of highways and construction reports were obtained from several sources such as State Highway Departments, Automobile Clubs, Chambers of Commerce and special representatives. A close touch was kept with Chambers of Commerce in the Southwest for the exchange of information. Telegraph and telephone reports were used during rainy weather. Special weekly construction reports were received for Texas, Oklahoma, Arkansas, Louisiana and Missouri; semi-monthly reports from other states and Canada.

An extensive library of travel literature has been installed for the use of tourists. These booklets cover all resort cities in the Southwest, the Ozarks, the Davis Mountains, the Gulf Coast, the Hill Country of Texas, the commercial and industrial centers and many other points of interest.

A new Tourist Camp Guide for the United States has been compiled giving names of camps, locations, types of accommodations and rates. This guide will be revised from time to time to give the tourist correct information.

The Department specializes in helping vacationists plan their trips, not only giving them maps and route cards, but figuring their overnight stops, furnishing names of hotels and tourists' camps, a list of points of interest along the highway and other helpful data.

...

## **Home Demonstration**

The plans upon which Home Demonstration work in Texas are based have been stated by the A. and M. Extension Service, as follows:

"*Living at Home:* Have year-round garden of sufficient size to produce an ample supply and variety of vegetables for an adequate diet. Have an orchard well located and well cared for which will provide fresh fruits over longest possible season, with surplus for canning and sale. Have sufficient number of milk cows to provide continuous supply of milk, butter and cheese for the family and some surplus to sell. Have sufficient number of chickens to furnish ample home supply of eggs and meat and a surplus for sale. Have additional meat supply of pork,

beef, mutton and lamb which can be cured, canned alone or in combination with vegetables for home use and sale. Can, preserve, dry and store sufficient fruit and vegetables for season when they are not available. Clothe the family economically and appropriately. Standardize and sell surplus garden, orchard, poultry and meat products. Keep accounts of the value of the products grown and used at home, of all standardized products sold and of all expenditures made in operating the farm household. Make the home convenient, comfortable and beautiful, both inside and outside. All of the above things will help bring about a happier and more satisfying country life."

To achieve this goal of "Living at Home", the women who are members of Home Demonstration Clubs in Dallas County, plan adequate food supplies for their families, arranged to give proper nu-

trition and to counteract disease. The 4-H Pantry makes this possible for winter months.

Interior improvement in rural homes takes the form of living room improvement with women and bedroom improvement with girls. Much enthusiasm has been expressed by communities in the beautification of school grounds by permanent plantings. A definite amount of improvement of her yard is undertaken by each 4-H girl, and a number of women are carrying out plans over a period of two planting seasons.

Other phases of work carried on by 4-H Club girls included clothing selection and construction, food preparation, food preservation, growing of gardens and poultry for the family and the care of the home dairy.

Outstanding club work among Dallas County girls is recognized by the Dallas

Chamber of Commerce by the awarding of free trips to the Farmer's Short Course at A. and M. College. Fifteen girls were sent last year from Dallas County. A similar honor is accorded 300 club girls in the state by the State Fair, when a three-day Educational Encampment is held each year under the supervision of the Extension Service of A. and M.

...

## Insurance Agent's Assn. Formed

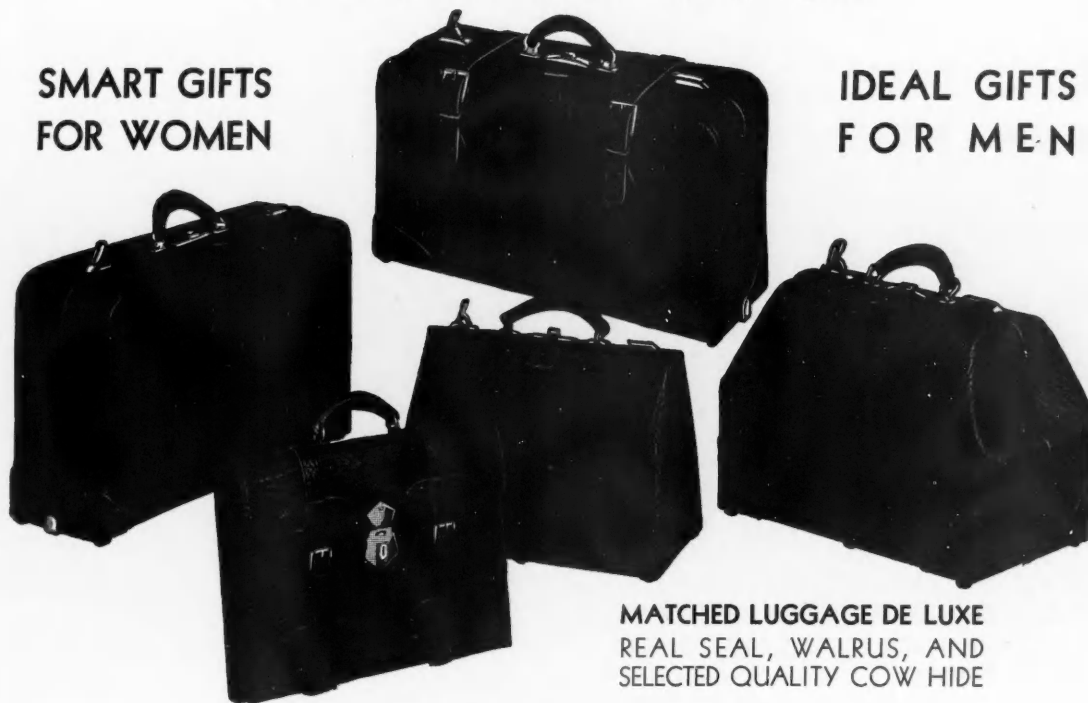
In October the Dallas Insurance Agents Association, affiliated with the Chamber of Commerce, was organized. This association has for its objective the improvement of local insurance conditions and the elimination of certain unethical and unlawful practices which have developed in the writing of fire and casualty insurance and surety and fidelity bonds. The association has 56 members.

# VISIT PADGITT'S SHOP OF TRAVEL

... for Attractive Gifts of Lasting Leather

SMART GIFTS  
FOR WOMEN

IDEAL GIFTS  
FOR MEN



WHOLESALE

**Padgitt Bros. Co.**  
COMMERCE ST. OPPOSITE MARTIN.  
"FINE LEATHER GOODS"

RETAIL

PRICES PLEASINGLY MODERATE

## The Pivotal Point of the DALLAS WHOLESALE MARKET



WHOLESALE MERCHANTS  
BUILDING

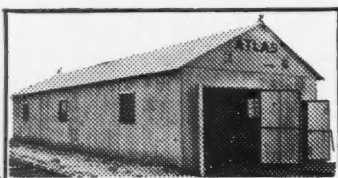
912 COMMERCE STREET

Space available in units  
of 500 to 3000 square feet

The home of scores of wholesalers  
and manufacturers



**Hunter-Hayes Co.**  
Southwestern Representatives  
HOUSTON SAN ANTONIO  
DALLAS



Atlas Metal Buildings  
for Every Building Need

Atlas Metal Works  
Dallas, Texas

HARRY BENNETT  
COMMERCIAL PHOTOGRAPHY  
(Successor to RAYMOND STUDIO)  
2108 McKinney Ave. Phone 7-4906  
We photograph anything anytime

## Financial, General

Multigraphed and mimeographed 441,960 letters, forms, cards, notices, etc. P. B. X. Board handled 103,272 in-bound and out-bound calls. There were 462 meetings of committees, etc., held in the Chamber of Commerce building. Dispatched 277,513 pieces of Dallas Chamber of Commerce mail—also 4,728 parcel post packages follow-up literature and 8,634 pieces of other mail matter for national advertising campaign (Industrial Dallas, Inc.) Handled 71,988 pieces of incoming mail.

Made 1019 purchases of supplies and equipment from 267 member firms and others.

Field representatives of the Membership-Service Department made 6110 calls on prospective members, new concerns and members resigning. During the year we will have secured 453 new members and budget subscribers. Collected 94% of dues and subscriptions assessed.

Made certain improvements to fifth floor so as to utilize all floor space for office room.

■ ■ ■

## AMERICAN BOTTLERS VOTE FOR DALLAS

The board of directors of the American Bottlers of Carbonated Beverages voted Dallas unanimous first choice for their 1931 convention, at the annual convention-exposition at Milwaukee, November 10-14. Cincinnati was voted second and Louisville third choice. The decision is subject to the confirmation of Secretary Junior Owens, who is to inspect facilities here in the near future and arrange contracts.

Dallas' invitation was extended in person by a committee named by the Texas Bottlers Association, consisting of F. L. Glover, Dallas, chairman, J. B. O'Hara, also of Dallas, and President Henry McGrede of the State Bottlers, who resides at Sulphur Springs. Z. E. Black, manager of the Convention Department of the Dallas Chamber, also appeared before the board, as did some twenty bottlers from Oklahoma, Florida, Minnesota and Texas, who aided Dallas. The Chamber of Commerce deeply appreciates the efforts of the bottlers, and particularly those of Mr. McGrede and others from out of the city, in seeking this great gathering for Dallas. Its attendance has run as high as 5,000 and its exposition is one of the largest in America, with some 200 manufacturers and supply men displaying their wares.

Indicating the interest of the bottlers of this section, each of the seventeen members of the Board received letters from 360 different Southwestern bottlers favoring Dallas, or a total of more than 5,000 letters sent.

## After Nine Years

With this issue of "Dallas" Volume 9 is brought to a close. For nine years the magazine has recorded monthly the activities of the Dallas Chamber of Commerce and the growth of the city. It was established in 1922 and has never "missed" an issue. Advertising space has been sold to members desiring it in order that the financial burden, necessarily high in a publication of this kind, might not be borne by the general fund of the Chamber of Commerce. The publication is on a strictly self-supporting basis. The editor and business manager desire at this time to express appreciation to those members who have assisted in the compilation of the data for each successive issue, who have furnished signed articles of a timely nature, and who have utilized the advantages of its advertising columns.

## GRIFFITHS & CO.

## Lumber

Creo-Dipt Shingles  
Celotex  
Upson Board



## Junior Chamber of Commerce

**Aviation and Military:** Publicity given gliding. Greater attendance at Love Field stimulated. A ground show of planes with attendants in charge, exhibition flying, stunts and parachute jumps planned to let Dallas know what we have at Love Field. Cachet applied to over 2000 air mail letters at dedication of Dalworth airport. Participated in reception for Coste and Bellonte. Greeted officials from Tyler on inaugural flight Tyler to Dallas service. Entertained cadets from Brooks and Kelly Fields, also Red Rippers. Took part in memorial services American Legion at Forrest Lawn Burial Park.

**Athletics:** Tournaments held in handball, tennis and golf. Junior Chamber A. & M. Greeters welcomed delegation from A. & M. who came for game November 8th. Truck for baggage furnished.

**Civic-Clean-Up:** Assisted by Boy Scouts, street commissioner, theaters and radio stations, sponsored this event in Dallas.

**Education:** Furnished ushers at concert benefit Dallas' first educational week for the blind. Sent five boys to Farmers' Short Course. Took heads of high schools on inspection tours. Scholarship to Columbia University won by boy selected by Junior Chamber.

**Get-Out-the-Vote:** Newspaper and radio publicity and speeches used. Pay-Your-Poll-Tax Campaign conducted.

**Good Will and Trade Trips:** Representatives sent to Weatherford, Garland, Denton, Kemp, Kaufman, Mesquite, Wills Point and McKinney. Speakers furnished for some of these.

**Incorporation:** Became a corporate body under state laws.

**Industrial Tours:** Visited Mosher Steel Plant, Brown Cracker & Candy, Dallas Power & Light and Southern Air Transport. Twenty-five members made trip to Trinidad and stayed over the week-end. One hundred men made inspection trip of Trinity River project.

**Membership Campaign:** Before this campaign membership totaled 226 between the ages of 18 and 31. At the end of the campaign, membership totaled 584 between the ages of 18 and 35. Age limit being raised to 35.

**National Organization:** Representatives at U. S. Junior Chamber of Commerce convention in Brooklyn and at the mid-winter conference in Phoenix. National president and executive secretary entertained while on Junior Chamber business trip to Dallas.

**State Organization:** Representatives at mid-winter conference in San Antonio and State convention in Waco. Fall directors' meeting held in Dallas. Mid-

# INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

405 SECOND AVE. OF AMERICA DALLAS  
(INCORPORATED)

# NOISE!

Noise—the clatter of typewriters, adding machines and other mechanical devices; the shuffling of feet and the hum of dictators' voices grows in intensity in the average office because of hard reflecting surfaces of walls and ceilings.

Noise distraction breaks down nerve resistance, scatters attention that ought to be concentrated, increases blood pressure and is destructive to efficiency.

"Cut out the noise,"—promote healthful, soothing, restful working conditions in your office with

## ACOUSTI — CELOTEX

S. W. NICHOLS COMPANY

P. O. BOX 1107 PHONE 3-2166

209-11 EXPOSITION AVENUE

DALLAS, TEXAS

S. W. Nichols Company, P. O. Box 1107, Dallas, Texas.

Gentlemen: Please send me literature and information regarding Acousti-Celotex.

Name .....

Address .....

City ..... State .....

# NOW

## Is the Time to Build

Building costs are lower today than at any time since 1922, eight years ago.

Money is cheap and looking for sound investment.

Labor is plentiful, efficient and eager to work.

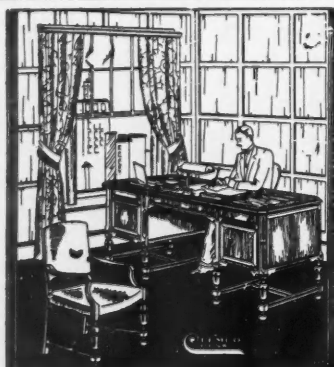
The cream of engineering talent is available to give any project thorough study.

Melon-cutting will be in order for those farsighted business men who know that the best time for a construction project is during the readjustment period, when there is a buyer's market in building..when building dollars will buy more.

*"Before you build, know steel"*

# MASHER

Steel and Machinery Company  
DALLAS



## CLEMCO OFFICE EQUIPMENT

offers a wide range of graceful designs, richly figured woods, and cabinet craftsmanship which leave the indelible impression of beauty and service—and at moderate cost.

Call and see them at our display room

**VANCE K. MILLER CO.**

Office Furniture -- Office Supplies  
1916 MAIN ST., 2-9091

winter conference for 1931 to be held in Dallas. Furnished speaker, Dr. Max Strang, and entertainment for anniversary Wichita Falls Junior Chamber of Commerce.

State Fair: Sold 36,127 opening day emblems. Held parade.

Radio Christmas Tree: Will have wider scope this year.

...

## Aviation

(Continued from page 10)

**Work Started and Not Completed:** Worked with the city and county officials in regard to making the following improvements at Love Field: A new system of drainage which will cost about \$20,000; an apron in front of the hangar row which will cost about \$25,000; a new flood light system costing \$2,500; a new beacon light; removal of all hazards. Negotiations are under way to get Love Field and Love Dale addition to contract the new city water so that we can get water towers removed.

**Military Affairs:** Sent delegations to Mineral Wells to visit the Cadets and to Camp Walters to visit National Guard unit. Presented Davis trophy to Troup 112 in National Guard.

Started a movement to get additional guard units for Dallas.

...

## Transportation

(Continued from page 10)

were held by the Transportation Committee to consider various traffic and transportation problems affecting Dallas. The proposed extension of the F. W. & D. C. from Childress to Pampa; the proposed extension of the A. & S. from Ballinger to San Angelo; the purchase of the Cotton Belt by the Southern Pacific; the extension of the F. W. & D. C. from Pampa to Spearman; the extension of the T. & P. (T. & P.N.) from Big Spring to Vena and Amarillo; further action of the Dallas Chamber of Commerce in the re-opened Consolidated Southwestern Cases; recognition of Motor Transportation Companies in our Routing Circular, are among the many matters considered by the Committee during the year. Approximately 1,000 changes in routings of L. C. L. merchandise from Dallas have been made. Due to the fact that the railroads are, one by one, effecting motor transportation service, picking up and delivering freight without additional charge, and giving such freight express service, the Committee has kept in close touch with the development of this service and expect sometime during the com-

ing year to effect savings in the time in transit from Dallas on merchandise of from 24 to 48 hours to practically all points in Texas.

The Manager and the Commerce Counsel have attended 31 hearings before the Interstate Commerce Commission during the year, 8 hearings before the Railroad Commission of Texas; 20 hearings before the Texas Tariff Bureau, and one hearing before the Southwestern Freight Bureau at St. Louis, in connection with matters of vital interest to shippers in Dallas.

Fifty-two bulletins, showing general traffic and transportation information of interest to Dallas shippers, digests of decisions and orders of the Interstate Commerce Commission and Railroad Commission of Texas, and digests of proposed changes in rates, rules and regulations governing the transportation of various classes and commodities before the Southwestern Freight Bureau and Texas Tariff Bureau, have been mailed out.

Ninety matters involving changes in the rates, rules or regulations governing the transportation of various commodities. In a greater percentage of these cases we were successful. We secured an equitable adjustment of rates in Texas on chipboard, fiberboard, box-board, etc.; a specific classification rating on steel wall telephone cabinets; the cancellation of a proposal before the Southwestern Freight Bureau to allow three stops in transit on all commodities from interstate points to Texas, which, in effect, would allow interstate shippers to make L. C. L. shipments into our trade territory at C. L. rates, to the detriment of Dallas jobbers and manufacturers. We vigorously opposed this proposal and it was finally cancelled from the docket without action. Many other matters, too numerous to mention, here, have been handled by the department.

The Manager has attended all meetings of the Southwestern Shippers Advisory Board and practically all meetings of The Texas Industrial Traffic League and Southwestern Industrial Traffic League. In addition to these, he has also attended many conferences of motor freight carriers, motor passenger bus operators, and motor transportation companies.

The Transportation Department spent a great deal of time on the Trinity River Navigation Project, having worked up 30 exhibits showing the potential tonnage that would be available and the saving in rates that would be effected through the navigation of the Trinity

## AS NECESSARY AS PLATES

» » » » The use of plates attracts attention to an advertisement and helps get the story over. So does typography. The two are complements to each other.

**JAGGARS - CHILES - STOVALL, Inc.**

Advertising Typography

1306 MARILLA ST.

DALLAS

TELEPHONE 2-4591

### *Strength : Dignity : Fair Dealing*



Loans repayable on monthly, semi-monthly, or weekly basis made for any useful and constructive purpose.

The Board of Directors of the Dallas Morris Plan Bank, is a guarantee of the solid foundation on which the institution is built and the high plane on which its operations are conducted.

#### DIRECTORS

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President Watson Construction  
Company  
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Dallas Morris Plan Bank

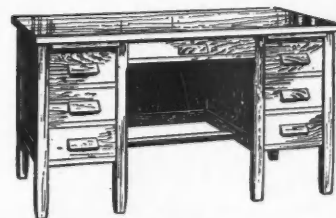
### **The Dallas Morris Plan Bank**

Under the supervision of the Banking Department  
of the State of Texas

1003 Main Street

### **Used Office Furniture Bought and Sold**

CHAIRS, TYPEWRITERS,  
SAFES, FILING CABINETS,  
DESKS, ADDING MACHINES.



*New Office Furniture at Carload Prices*

### **OFFICE EQUIPMENT CO.**

Formerly Dallas Printing Company

2-1713

1312-14 Young Street

2-1713

J. L. BURGESS      L. E. ELLIOTT  
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O. A. FOUNTAIN      H. A. BATEMAN  
                                W. H. WHITE

**BURGESS, BURGESS,  
CHRESTMAN & BRUNDIDGE**

*Attorneys*

1106-1112 Southwestern Life Bldg.  
General Civil Practice

Specialties—

Corporations, Insurance, Machinery  
and Real Estate Practice.

**Phone 2-9288**

For Competent  
OFFICE HELP

**EMPLOYERS SERVICE BUREAU**

405 Santa Fe Bldg.  
8 Years in Dallas

**SCHOOLAR, BIRD &  
McCULLOCH**

C. H. Schoolar, C. P. A., President  
George H. Bird, Sec'y & Treas.

*Established in the Southwest  
Twenty-three Years*

**AUDITS . . . SYSTEMS  
TAX SERVICE**

Santa Fe Building      Dallas, Texas

**ZUBER & ZUBER**  
*Wholesale Collections*

408 Santa Fe Bldg.  
Established 1918

C. B. ZUBER      F. M. ZUBER

**Cannon Ball Towel  
Supply Company**

2009 Orange St.      Dallas, Texas

**Everything Furnished in the  
Towel Supply Line**

**SERVICE UNEXCELLED**

Phone 2-2736

**A Complete Banking, Trust and  
Investment Service**

**The  
Republic National Bank  
and Trust Co.**

**Dallas, Texas**

River. These exhibits entailed the figuring of some 18,000 rates, the rates for application via Trinity River being figured on the same basis as used by the Federal Barge Line on the Mississippi River.

*Partial List of Activities of  
Commerce Counsel 1930*

These activities embrace oral arguments before the Interstate Commerce Commission, Railroad Commission of Texas; filing of briefs, the attending of hearings and everything necessary to bring these matters to a favorable conclusion so far as they affect Dallas.

1. Roofing Paper Cases; revision of inbound rates.

2. Cotton Gin Machinery Case, attempt to secure for account of Dallas firms refund of excess charges.

3. Rail-Water Case; argument at Washington, D. C. This case covers all rail-water rates from, to and between Seaboard Territory and Texas and the Southwest.

4. Lumber, Manufacturers' Rates; (Intrastate), prevented the cancellation of present manufacturers' rates.

5. Trinity River Navigation Project; have been working practically all the year on this project, compiling necessary statistical data and attending numerous conferences.

6. Rubber Boots and Tire Protectors Case; handled this case for one of our firms for a readjustment of rates from Dallas to interstate points.

7. Wall Paper Case; endeavor to secure general adjustment in rates.

8. West Texas Differential Case; endeavor to have differentials eliminated on all commodities in what is known as Differential Territory on the major lines.

9. Paperstock Board, Chipboard, etc., (Intrastate); secured a general readjustment of rates in Texas for account of our paper mill.

10. Canned Goods Case; attended numerous hearings in an endeavor to secure an equitable adjustment of rates on this commodity for account of our jobbers.

11. Potatoes; attempting to secure readjustment of rates for account our jobbers.

12. Dry Goods Mixture (Intrastate); prevented the cancellation of the carload dry goods mixture in Texas for account of Dallas jobbers.

13. I. & S. Docket 3130; attended hearings, wrote briefs, etc., in connection with this case which involved import, export and coastwise rates.

14. Handled bus cases in connection with bus service between Dallas and Dallas trade territory where no bus service was being rendered direct from Dallas over the Northwest Highway.

## Conventions

*(Continued from page 11)*

Conventions here are valuable in that they enable people of this city and section to benefit from the dissemination of new ideas and receive stimulus from direct contact with national leaders. Many delegates and visitors attend conventions by auto, spending money along the highways enroute, thus benefiting other portions of the State as well. A value of a permanent nature is that a large percentage of convention visitors are business men and frequently they make new buying connections in Dallas. Also the type of men who attend conventions often are ones who have the deciding voice when a new factory or branch office is to be opened.

At this season of the year, with the locations of many conventions that have been invited to Dallas, still being in the hands of committees, it is impossible to offer a fairly complete list of 1931 conventions, but the indications are that it will be a fairly good year. Among important meetings so far announced are: Mortgage Bankers Association of America, American Bottlers of Carbonated Beverages, National Drainage, Reclamation and Flood Control Congress, National Pecan Association, Red Cross of Constantine, National Amateur Athletic Union Girls' Basketball Championship Tournament, Supreme Senate of the Praetorians, Phi Sigma Fraternity, Southwest Conference of National Association of Building Owners and Managers, Southwestern Association of Fire Chiefs, Southwestern District of National Stationers Association, Southern Division of International Association of Electrical Inspectors, Southwest Students Conference on International Relations, Southwest Regional Conference of U. S. Junior Chamber of Commerce, Southwestern Professional Photographers Association, Central Transportation Division of American Petroleum Institute, Texas Hardware and Implement Association, Texas Synod of Presbyterian Church, U. S. A., Texas Bandmasters and Instructors Association, Dallas Southern Clinical Conference, Texas Pharmaceutical Association, Texas P. E. O. Sisterhood, Texas Conference of Social Welfare, Texas Ginnners Association, Texas Association of Osteopathic Physicians and Surgeons, Texas Knights of Columbus, Texas-Louisiana Retail Jewelers Association, Texas Junior Chamber of Commerce, Texas Amateur Golf Association Tournament, Texas County and District Clerks Association, Texas Council Junior Order United American Mechanics, Delta Gamma Sorority.



# THE OPEN SHOP CONTINUES TO GROW

Eleven years ago the citizens of Dallas organized the Dallas Open Shop Association.

Today over 95% of all employees in the city are working in open shop plants.

Dallas has been free from strikes and other labor troubles. The Open Shop Association has endeavored to follow sound, constructive policies; it has sought to serve the interest of employer, employee and the public. The eleven years since its organization has been a period of constant growth. As Dallas grows the work of this organization must of necessity grow.

The development of the Open Shop has been made possible by the support of Dallas citizens.

We most earnestly urge your continued support in 1931.

DIRECTORS DALLAS OPEN SHOP  
ASSOCIATION

## County Agent

A total of 5,112 acres of farm land have been terraced in Dallas County during 1930, as a result of seventy demonstrations given by the County Agent's office. At least as many more acres have been terraced as result of farmers running their own contour lines. There are few, if any, farm communities in Dallas County now but what can boast of at least three or four men and boys who are thoroughly competent, as the result of practical experience, to run terrace lines.

The County Agent's office has just concluded a series of eight big terrace building and operating the farm level demonstrations with an average attendance at each demonstration of ninety-six farmers. These demonstrations were made possible first, by the splendid cooperation of the farmers on whose farms the demonstrations were held; and second, by the whole-hearted cooperation of the Dallas Implement and Tractor concerns. While the Dallas business concerns furnished the tractors and graders for building the terraces, the farmer on whose farm the terracing was done, furnished the noon-day meal for the specially selected group that attended the demonstration. Farmers were invited to attend these demonstra-

tions by a series of letters, and only such men were invited who had control of the land they operated on.

In the forenoon the attendance was divided into small groups, and given specific instructions in operating the farm level and running terrace lines, while the afternoons were used to inspect the various terrace building equipments.

Over eleven miles of terrace, twelve feet broad at the base, four feet broad at the crown and eighteen inches higher than the general level of the land were built during the big demonstrations. In addition to the eight big demonstrations held during the fall months, there have been sixty-two smaller demonstrations given during the year, with a total attendance of four hundred and ten farmers, and a total of 5,022 acres reclaimed.

As a result of the vigorous soil building program that has been conducted by the County Agent's office in Dallas County during the past seven years, there are now at least one hundred and twenty-five farm men and boys competent to run terrace lines; over four hundred farms terraced, with a total of over 30,000 acres improved by terracing. Of the estimated fifty per cent of the cultivated farm lands of Dallas County needing terracing, there

have been terraced a little over 17 per cent.

The farmers are using their terraced lands on which to sow the small grains, feed crops and sowed pastures.

In an effort to utilize the numerous advantages the farmers of this County have, in developing the native pecan crop of Dallas County, the County Agent's office has conducted during the past year a series of ten top-working pecan demonstrations. By top-working is meant the removal of the native tops from trees bearing unprofitable nuts and growing new growth upon which buds from desired varieties are placed. The distinct advantages of improving the native tree are: The native tree is practically drouth and disease resistant and in many instances the trees are occupying rough and inaccessible bottom land unfit for cultivation in addition to the fact that native trees thus prepared usually bear nuts earlier than transplanted trees.

During the month of July the pecan trees that were top-worked during the dormant season were budded. The farmers were taught by demonstration how to top-work and bud the native trees.

During the past five years the County Agent's office has conducted a series of

# Air Mail

## *Do You Know?*

...How to use it to get the best results.

...What sections are best served.

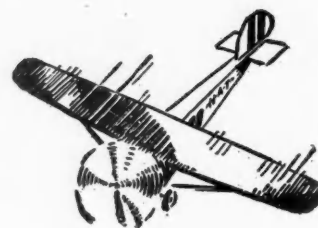
*Our representative will gladly  
call and help you with your air  
mail problems. Phone 2-5425*

## NATIONAL AIR TRANSPORT, Inc.

Division of United Aircraft and Transport Corporation

CHICAGO, ILL.

CHAS. B. BRAUN, Traffic Manager, Southwestern District . . . Chamber of Commerce Building, Dallas



twelve cotton variety tests annually. These tests have proved educational as well as economical. The practical varieties of cotton, the seed of which is furnished by the leading cotton seed breeders of the state, are planted side by side in the tests under similar soil, climatic and other conditions.

During the growing season, farmers' meetings are held on the farms in the fields where the tests are conducted. At such meetings the farmers have the opportunity of observing for themselves the cottons that seem to be the best fitted to their communities, by practical tests.

From these tests the community cotton standardization movement has started. Dallas County now has several prominent cotton seed breeders breeding improved strains of cotton and around whom community standardization has been built.

The Rowlett and Garland communities are outstanding examples of such a movement. During the year of 1930 the County Agent's office conducted twenty-five pruning and spraying demonstrations in the orchards of Dallas County. At each of the demonstrations the men and boys were taught how to prune and spray. One Dallas County orchard demonstrator made more money from the fruit marketed from a twelve-acre peach orchard than he did from a 175-acre field of wheat. He has averaged for the past five years a profit of \$150 per acre; while another orchard demonstrator has made a net profit the past five years from his orchard of \$200 per acre.

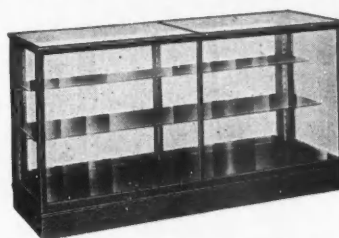
On the 19th of July the first annual Dallas County Fruit Show was held. The judge made the following statement concerning the prize exhibit at this show: "The fruit shown is a credit to any show, and these first prize peach exhibits are the best I have ever seen." The show certainly emphasized the importance of spraying, as only sprayed fruit won in the premiums.

During the months of January and February a series of night meetings were held in the leading Dallas County communities. The importance of growing feed and legumes were emphasized at these meetings. Barring the exceptionally cold weather, there was an exceptionally large acreage of alfalfa sown on the farms of Dallas County during the year 1930.

During the past three years twenty-five circle bulls have been placed in as many Dallas County communities, and sixty-five head of registered Jersey females. The circle bulls are working improvement on over two thousand dairy cows in Dallas County. The registered females were

**Right Here  
in DALLAS** ...a modern factory comparing

favorably with any in the country, devoted to the manufacturing of high class **SHOW CASES** & **STORE FIXTURES** for all Lines of Merchandise.



From Manufacturer direct to you—at a saving in price and freight

**Adleta Show Case & Fixture Mfg. Co.**

1900 Cedar Springs

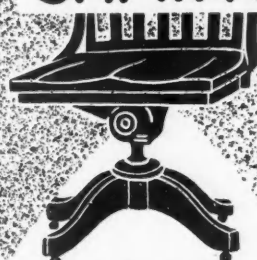
DALLAS

Telephone 7-6098

**BUY HERE**

**SAVE MONEY**

**CHAIRS**



**LARGE  
ASSORTMENT  
NEW AND USED**

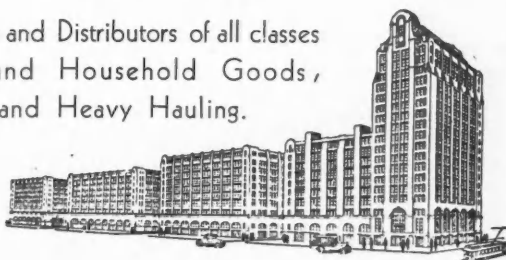
**ASKEW**

**OFFICE FURNITURE EXCHANGE**

**310 N. AKARD STREET - TELEPHONE 7-1220**

Receivers, Forwarders and Distributors of all classes of Merchandise and Household Goods, Machinery Setting and Heavy Hauling.

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



**Dallas Transfer & Terminal Warehouse Company**

Phone 2-7111

Second Unit, Santa Fe Bldg, DALLAS

Est. 1875



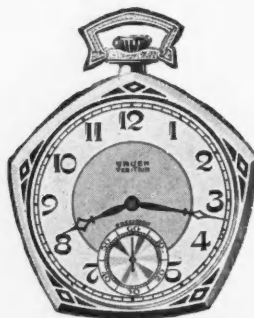


For the men in  
your employ you  
wish to honor  
this Christmas...  
*Give them this famous  
Gruen Pentagon Watch*

THE WATCH that honored Pershing,  
Lindbergh and other famous men!  
The Pentagon represents *recognition*  
of—not payment for—services rendered. It is this fine sentiment of  
acknowledgement *voluntarily given*,  
that has so strong an appeal to an employee's appreciation . . . Prices begin  
at \$75.

*Everts on the box adds much to  
the gift, but nothing to the cost.*

ARTHUR A.  
**EVERTS CO.**  
JEWELERS—Main & Murphy



"The Croix de Guerre for  
American Achievement"



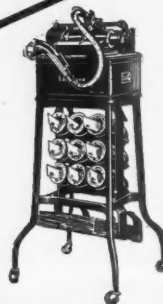
1930

**PROGRESS**

1931

**The Ediphone Co.**

615 Construction Bldg., Phone 2-6976



## ENVELOPES

MANUFACTURED  
BY SPECIALISTS

Commercial Envelopes  
and Special Sizes

**HESSE ENVELOPE COMPANY of TEXAS**  
DALLAS

*Plain or printed*

BARONIALS, BANKERS FLAP, CATALOG,  
CLOTH LINED, COIN, CLASP, DUPLEX,  
DRUG, ENVELOPE ORDER BLANKS,  
PENNY SAVERS, POSTAGE SAVERS, POL-  
ICY, TIME SAVERS, THEATRE TICKET,  
TIN END, SPECIALS OF ANY SIZE OR  
STOCK.

placed in lots of one and two head with  
farmers to start new registered herds in  
the County.

Six semi-annual dairy shows are held in  
Dallas County annually for the purpose  
of encouraging and recognizing the pro-  
gress the farmers are making in keeping  
better livestock on the farms.

The Dallas County Pedigreed Grain  
Growers Association has been growing for  
the past five years Denton Wheat and  
Nortex Oats—special seed secured annu-  
ally from the Denton Experiment Station.  
This seed is sold by the members of this  
Association to other farmers throughout  
the State. The membership now has for  
sale several bushels of pedigreed seed.  
This seed is as pure in quality as can be  
obtained and its yielding qualities are far  
superior to those of ordinary seed.

**4-H Club Work of Dallas County:**  
The 4-H Club work of Dallas County, for  
the past year, was started after the terrac-  
ing was completed in the late fall. As  
soon as the boys were enrolled, each club  
boy's home was visited with an idea of as-  
certaining that boy's future possibilities as  
a club worker. Much wealth of material  
was found in its inert state.

Pruning the corn and cotton production  
demonstrations were carried on in early  
spring. Corn was especially stressed, for  
it was thought advisable that the boy de-  
siring some sort of livestock should have  
some feed for their maintenance. We had  
59 boys enrolled in corn demonstrations  
alone.

Later considerable time was devoted in  
aiding the club boys of the County in se-  
curing registered hogs for their demon-  
strations. It is the idea of this office that  
where 4-H club boys have good registered  
stock, to use this stock in supplying other  
boys of the County with what livestock  
they desire. With this in view we now  
have several of the club boys who have  
purchased registered Duroc Jersey gilts  
from the herd of Woodrow Bailey of Ce-  
dar Hill, Texas.

Feeding demonstrations were carried on  
for the benefit of the boys with calves,  
pigs and poultry.

Most of the early summer was spent in  
preparing five judging teams that were  
sent to College Station, while the later  
part of the summer was spent in prepar-  
ing corn exhibits for the feeder calf con-  
test and arranging for a goodly number  
of the boys to take their hogs to the State  
Fair.

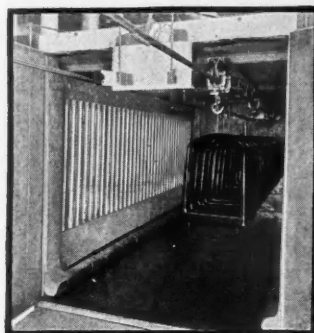
Mr. E. N. Regenbrecht, Superintendent  
of the swine division of the State Fair of  
Texas said: "This 4-H swine show is the  
best we have had, irrespective of Dallas  
and Fort Worth."

Following is Dallas County's placing:

**DALLAS**

# Japanning:

YOU CAN DO **IT** BETTER WITH GAS



*For TWENTY years  
Dallas Industry has  
profited by its  
natural gas*



**H**OWEVER large or however small the plant, gas heat is the ideal fuel for japanning operations. Its unfailing ability to maintain a constant temperature, together with its ease of application and freedom from fuel problems, has made gas the universal heat source the country over in japanning.

Have you ever seen the fleets of automobiles that are japanned at the Dallas Ford plant?

**THE DALLAS GAS COMPANY**

*Obtaining Gas from*

**Lone Star Gas Company**

*Producers and Transporters of Natural Gas*

DECEMBER 1930

Page Twenty-nine

**ONE of the  
Hundred  
Largest  
Banks  
in America**

***---and the oldest in Dallas***

**FIRST  
NATIONAL BANK  
in Dallas**

**Total Resources  
over \$100,000,000**

**Capital, Surplus and  
Profits  
over \$15,000,000**

Pigs, 175 to 225 pounds, Dallas County—1st, 5th, 6th and 8th; pigs, 225 pounds and up, Dallas County—3rd, 5th, 7th and 10th; grand champion pig, won by Dallas County; best group of 15 pigs from one county, Dallas County—2nd. Litter Classes: Five barrows from one sow, Dallas County—2nd. Litter 6 to 9 pigs: Entire litter, Dallas County—2nd and 3rd. The 4-H club boys did equally well in the open classes. In the singles of the Duroc Jersey: Dallas County won 1st, 2nd, 3rd and 5th. In groups of three: Dallas County won 1st, 2nd, 3rd and 5th. Berkshire classes: Singles, Dallas County—1st, 4th and 7th. Groups of three: Dallas County—2nd.

A Grand Prairie boy won a feeder calf given by the Texas and Pacific for the best corn production in the County.

The 4-H boys also made numerous winnings in the poultry show at the State Fair. 1st and 3rd in pen of Rhode Island Reds; 3rd in pen of capons; 1st pullet in the Rhode Islands; 5th pullet in Plymouth Rocks.

• • •

**Fire Prevention**

Executed policy and program set up by the Council of conducting investigations of fire hazards, speaking before Luncheon Clubs, acting Fire Marshal, visiting neighboring cities, taking part in National Fire Prevention Week activities, and with Chief Myers conducted a well-planned campaign among schools. Council has been very active this past year and has accomplished some very good work. Mr. Bond, Engineer from the National Fire Protective Association, visited with Council and gave some valuable information and advice on furthering the prevention of fires. The Supervisor visited several Northern and Eastern cities, securing a number of new ideas that are being put into effect in Dallas as conditions will permit. According to statement of Mr. Bond, Dallas is faring well as to fire prevention activities, and he is using our city as an example.

• • •

Texas has eight distinct oil producing areas, whose daily average output exceeds 800,000 barrels in spite of artificial reductions. West Texas field produces almost a third of the total. Coastal field is next in production.

**PHOTOSTAT PRINTS**

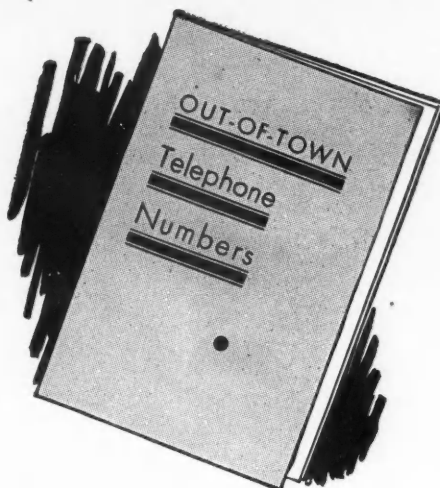
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**JNO. J. JOHNSON**

1912 N. St. Paul St.

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*A vest-pocket  
will hold it.*

# *this* Free book *helps make* Long Distance like a local call . . .

**H**ow would you like to pick up your telephone and, almost as quickly as on a local call, get in touch with friends, relatives, business associates, a hundred...two hundred...miles away?

Would you like to *know* you could do this, not only in emergencies, but on ordinary social and business calls?...

You can do it, in practically every case.\*

It's easy. All you have to do is give the number of the out-of-town telephone you are calling.

Knowing the number saves the operator the time of looking it up in the directory, and enables her in most cases to ring the telephone almost as quickly as if it were in your own town

\*Statistics show that on 8 out of every 10 of these long distance calls the person calling is connected to the called telephone while he holds the line. On the shorter distances — up to 500 miles — the proportion is even greater.



To make it easy for you to use this speedy method, we will supply you, if you wish, with an "out-of-town number book," listing the names and addresses of *your* out-of-town friends, relatives, business associates, and telling you how much it will cost to talk for three minutes to each.

## THIS BOOKLET IS FREE

To obtain one, simply write on the coupon the names and addresses of three or more persons in other cities whose telephone numbers you would like to keep handy. Then mail or bring the list to the office of the telephone company.

We will obtain the numbers for you, enter them with the other information in your own private long distance telephone directory, and mail it to you promptly.

BUSINESS OFFICE,  
SOUTHWESTERN BELL TELEPHONE CO.,  
CITY

I would like to have the telephone numbers of the following out-of-town people. Also, please tell me what it would cost to talk to them by "long distance."

Your Name.....

Street.....

Telephone No.....

(Write names below)

Name.....

Street.....

City.....State.....

Name.....

Street.....

City.....State.....

Name.....

Street.....

City.....State.....

Name.....

Street.....

City.....State.....

FOR HIS OFFICE » » »



# Christmas

. . . is just around the corner and you will soon be asked --- "What do you want for Christmas?"

Why not say, "Buy me something for my office."? Of course, we also want you to mention "Dorsey's" . . . The Business Man's Department Store.

## THE DORSEY COMPANY

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